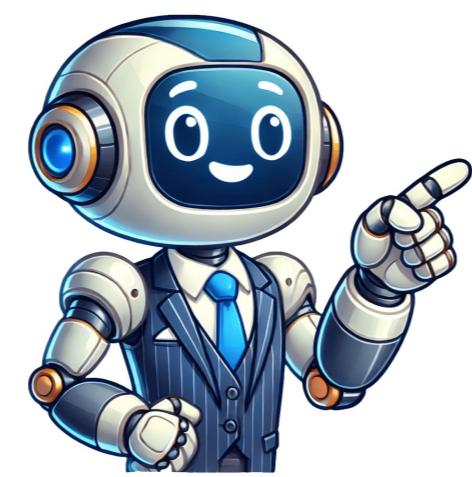


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Pathos ad examples

Pathos Pathos is an argument that appeals to a reader's emotions. Many speech writers use pathos rather than facts or logic to appeal to the emotions of an audience. Pathos can also be found in the images associated with words. Many advertisements contain emotional appeals. Examples of Pathos. Advertisement about donating to a charity includes scenes of emaciated children and their words: "For just \$1.00 a day, you can feed a starving child." Politician is pictured holding a child, while a voice talks about his opponent's stance on abortion. Grocery store commercial shows a grandmother and granddaughter baking cookies together just before the entire family arrives for Thanksgiving dinner. Examples of Pathos in Literature and Speeches: From Martin Luther King, Jr.'s "I Have a Dream": "I have a dream that one day, down in Alabama, with its vicious racists, with its governor having his lips dripping with the words of "interposition" and "nullification" — one day right there in Alabama little black boys and black girls will be able to join hands with little white boys and white girls as sisters and brothers. From Maya Angelou's "Caged Bird": "The free bird thinks of another breeze and the trade winds soft through the sighing trees and the fat worms waiting on a dawn bright lawn and he names the sky his own But a caged bird stands on the grave of dreams his shadow shouts on a nightmare scream his wings are clipped and his feet are tied so he opens his throat to sing." Related Links: Examples Literary Terms Examples Pathos Examples: Have you ever felt a twinge of emotion while watching an ad? That's the power of ads that use pathos. These advertisements tap into your feelings, creating a connection that goes beyond mere information. By appealing to your emotions, brands can influence your decisions and leave a lasting impression. Pathos plays a crucial role in advertising by tapping into viewers' emotions. Advertisements that leverage pathos often create compelling narratives that resonate deeply with audiences. Here are some examples of ads using emotional appeal:Nike's "Dream Crazy" Campaign: This ad features athletes overcoming adversity, emphasizing the power of determination. It connects emotionally by portraying real struggles and triumphs, inspiring viewers to chase their dreams. Dove's "Real Beauty" Campaign: Dove encourages body positivity through authentic images of women with diverse body types. This campaign fosters a sense of belonging and acceptance, appealing directly to the audience's values.Coca-Cola's "Share a Coke" Campaign: Coca-Cola personalizes its product by featuring common names on bottles, encouraging sharing moments with loved ones. This ad evokes feelings of happiness and nostalgia, making consumers feel more connected to the brand.PETA's Animal Rights Ads: PETA employs shocking imagery to raise awareness about animal cruelty. These ads evoke strong emotional reactions aimed at driving action towards animal rights and welfare. Always' "#LikeAGirl" Campaign: This advertisement challenges gender stereotypes by redefining what it means to do something "like a girl." It creates an emotional connection through empowerment and support for young girls facing societal pressures. Each example demonstrates how effective pathos can be in shaping consumer perceptions and influencing purchasing decisions while fostering an emotional bond between brands and their audience. Emotions play a crucial role in advertising. They connect consumers to brands on a deeper level, influencing choices and fostering loyalty. Advertisers often tap into specific emotions to resonate with their audience. Here are some common ones:Joy: Brands like Coca-Cola use happiness, showcasing joyful moments to create positive associations. Fear: Insurance companies often highlight potential risks to persuade consumers to protect themselves. Sadness: Many brands leverage nostalgia, reminding consumers of fond memories tied to their joyful products. Each emotion effectively drives engagement and encourages consumer interaction. Emotional appeals can significantly shape how you respond to ads. When an ad elicits strong feelings, it increases the likelihood of sharing or discussing it. For instance:Brand Loyalty: Emotional connections foster long-term brand loyalty as you relate personally to the message. Purchase Intentions: Ads that evoke empathy lead you to feel compelled to support causes or products aligned with your values. Memory Retention: Emotionally charged ads tend to stick in your mind longer, affecting future purchasing decisions. Understanding these impacts helps marketers design campaigns that resonate deeply with audiences, driving both engagement and sales. Ads that effectively use pathos create strong emotional connections with viewers. Here are some notable examples showcasing how brands leverage pathos to influence consumer behavior. Many heartfelt commercials resonate deeply with audiences by evoking feelings of love, compassion, and nostalgia. For instance:Google's "Year in Search" campaign highlights emotional moments from the past year, stirring memories and reflections on shared experiences.Coca-Cola's "Broader the Beautiful" ad features diverse families singing the song in various languages, promoting unity and togetherness across cultures.Extra Gum's "The Story of Sarah & Juan" illustrates a romantic journey through simple gestures, showcasing love and commitment. These ads often leave lasting impressions by connecting personal stories with broader societal themes. Humorous ads also tap into emotions but focus on creating joy and laughter. Consider these examples:Old Spice's "The Man Your Man Could Smell Like" uses witty humor to engage viewers while promoting confidence through grooming products. Geico's series of funny commercials, like the "Hump Day" camel ad, employs lighthearted humor to make insurance relatable and memorable. Doritos' Super Bowl commercials, often created by fans, blend absurdity with humor to capture attention while emphasizing fun social moments. While humorous content entertains, it also fosters positive associations with brands, enhancing recall during purchasing decisions. Creating ads that effectively use pathos involves understanding emotional triggers and how they resonate with your audience. By tapping into feelings, you can foster a stronger connection between consumers and your brand. Utilizing specific techniques can significantly enhance the emotional appeal of your ads. Consider these methods:Storytelling: Narratives create relatable scenarios, drawing viewers in emotionally. Visual Imagery: Powerful images evoke immediate feelings, whether joy, sadness, or nostalgia. Music Choice: Background music sets the tone and reinforces emotional responses. Testimonials: Real stories from customers build trust and authenticity while connecting through shared experiences. Each technique contributes to creating a deeper emotional bond with your audience. You must balance emotion with clarity in your message. While evoking strong feelings is essential, delivering a clear call to action remains crucial. If emotions overwhelm the core message, it may confuse rather than persuade viewers. To maintain this balance.Keep It Simple: Ensure that the main message isn't lost amidst too many emotions. Be Authentic: Genuine emotions resonate more than forced ones; authenticity builds trust. Test Responses: Gauge audience reactions to various emotional appeals to find what works best for them. Finding this equilibrium leads to powerful ads that connect emotionally while driving consumer engagement. Inject your video productions with feeling and emotion. Energize your audience to fix their eyes on the screen, unable to turn away. Make sure they can't stop thinking about your content long after it's over. Impossible? Nope. Pathos will get you there. We'll jump into a full-fledged pathos definition in a sec. First, let's look at rhetoric and all three major categories of Aristotle's rhetorical techniques. It's a good idea to become well-versed in all three if your goal is to make powerful content. These techniques also go by other terms: rhetorical appeals, persuasive strategies, and modes of persuasion. A compelling argument, pitch, or advertisement ideally uses elements of all three strategies. Ethos is used to convince an audience by offering reliability, honesty, and credibility. This usually means a respected authority figure or celebrity giving a product or brand a testimonial or endorsement. An ethos-filled strategy would include famous people or experts in their field. These people would influence the audience based on authority or superior social status. Logos appeals to logic and reason by using statistics, facts, and figures. Aristotle considered this the biggest. These days, not so much. Rationality has fallen in stature, which makes all three modes of persuasion equally important. A logos-filled strategy would contain data, facts, graphs, and an almost academic or scientific level of logic and reason. Now that you've got an overview, let's zero in on this corner of the rhetorical triangle. What is pathos? Pathos is the persuasive technique that appeals to an audience through emotions. Pathos advertisement techniques invoke the senses, memory, nostalgia, or shared experience. Pathos examples pull at the heartstrings and make the audience feel. Aristotle's rhetorical strategies from ancient Greece relate to pity, sympathy, and empathy. Pathos is also known as "the emotional appeal." A quick way to appeal to a viewer's emotions? A cute animal. A devastated family. A love story. Overcoming great odds. An inspirational song and imagery. A good zinger. Adorable polar bears drink CokeCuddly kittens need a homeA little boy loses his mom to smokingThe basic idea behind pathos commercials is to hit 'em where it counts. Go for gut emotions. Keep in mind that pathos is defined twofold: it's the emotional appeal, as well as the "quality or power" of the emotional response. In this way, the effective use of this strategy is right there in the pathos definition. Worried about coming across as treachary, sappy, or cheesy if you carry out a pathos advertisement technique? Well, that's a risk — but risk it. Do your homework, read this article, watch our pathos examples below, and hone your tone. For every three viewers who roll their eyes at a pathos advertisement, three more will be weeping uncontrollably. And opening their wallets to buy your product. Or pumping their fists in the air, singing along, and screaming out their credit card number. You get the idea. The good news? These ads appeal to emotions and feelings that people already have in their hearts. You don't have to use reason and facts (i.e., logos) and you don't need a bigshot spokesperson (i.e., ethos) to effectively make advertisements that use pathos. You just have to evoke an emotional response, positive or negative. Pathos isn't only about ads. It applies to any art, literature, film, and news medium as well. Whenever emotion or passion comes across in content, you find this strategy. Maybe you've read it in a movie review or heard someone say it in a speech, but you haven't quite wrapped your head around it. Before we move on to pathos advertisement examples, let's use it in a sentence. This way, you'll see Aristotle's rhetoric at work in language. This comes from a review of the HBO film *My Dinner with Hervé* (2018): "To see *Dinklage* bring such humanity and pathos to such a completely unhappy character was the most profound aspect of the film." —Asia Frethe in the context above, pathos means "quality of emotion" or "passion." Again, here's another usage. This is from a book review for the biography *After Emily*: "Scandal and pathos abound in *Mabel*'s passionate, quixotic romance with Dickinson's brother; her fraught relationship with his wife, and Millicent's battle over the rights to Dickinson's writings." —The New YorkerWhat does pathos mean?Pathos means passion. Emotion. Feeling. Drama. Connection in its rawest form. You'll want to flex these muscles when you make paths advertisements and paths commercials. Invigorate your audience — that's the pathos definition. We'll look at examples next. When a brand wants to connect with gut-punch or an appeal to the heart, a pathos advertising strategy fits the bill. Who go for an emotional response? Wouldn't, say, a creepy tale just make a potential customer associate the product with sadness and heartbreak? Doesn't it? A gloomy, or somber, or dark, or whatever, story that uses the rhetorical strategy called pathos. The story has to be hit hard. A tale that markets itself as that's the "feel good" think second." So make them feel it. That's how to use the pathos definition to the fullest in creative advertising. If you want a really strong example of Pathos in an advertisement, check out this emotional *Zillow* spot. We broke the spot down using StudioBinder's storyboard creator. Click the image to see the entire storyboard. And notice how the shots on the son are often singles and medium close-ups. This *Zillow* commercial shows a father and son who have just suffered the terrible loss of their wife/mother. The father tries to cheer his son up by finding a new home, one preferably near the boy's grandparents. The son seems disinterested, but then the father finds his son and the family dog looking up at the stars, one of which is particularly bright. The son decides that the star is his mother, looking down on him. That gives the father an idea! The father searches on *Zillow*, finds a home, and buys it. We then learn that the son is not only close to the grandparents, but it also has a skylight in the son's room, allowing him to see his Mother's star at night. This commercial uses the emotions of the father, the son, the grandparents, and, of course, the viewer to suggest that *Zillow* is the type of website that can bring grieve through its functionality. Anti-smoking ads make effective use of this strategy. Sad? Yes, but they get the job done. And then we find pathos advertisement examples that literally go straight for the heart. Check out this commercial for the British Heart Foundation. Unpleasant or negative emotions work. They connect, they have feeling, and, for better or worse, they're alluring. Think of the *trainwreck effect* — you can't look away. That could be you, or someone you love. When examining paths advertisement examples, we'll find that even happiness can make you cry. Sometimes a tale is so touching, so gut-wrenching and uplifting, that it's sad in a good way. What are we talking about? What does pathos mean in this sense? Have a look at this commercial for *Coldwell Banker*, a real estate company. It's not much. This paths commercial reveals that *Coldwell Banker* partners with a dog rescue organization. That's compassionate and noble. But the company sure doesn't shy away from exploiting the partnership for paths advertisement purposes. Know what? Good for them. It's effective, it's heartfelt, and it provides us with a topnotch pathos example to share in this article. A viewer who watches this ad will think of *Coldwell Banker* as "the company that loves puppies," and that's a useful takeaway for the brand. Paths advertisement examples include print publications as well. Magazines, billboards, street signs, bus bench ads — all opportunities for advertisers to define paths and use Aristotle rhetoric. People for the Ethical Treatment of Animals (PETA) publishes attention-grabbing ads that evoke unpleasant emotions all the time. They're good at it, and the paths ads bring attention to the organization and its cause. Here's an example from PETA. What does pathos mean to the youth-oriented branch of PETA, which is called PETA2? Well, it means evoking alarm, disgust, fear, and sadness in the audience by slicing open Noah Cyrus, aka "Miley's little sister." The goal is to show the horror of animal dissection. Coal Achieved. In the next section, we'll look at paths examples that make an emotional appeal for having fun and feelin' good. You know you want to keep reading. The paths definition in advertising isn't all doom and gloom. Sadness, distress, fear, crying — it doesn't have to be that way. When a product or brand wants to start the party, Aristotle is the first name on the guest list. Why? Dude knows how to define paths and energize the audience. The ultimate party catalyst. He even wore a *foga*. In this paths example, Coca-Cola kicks off the holiday party with a family of polar bears. What does pathos mean to Coke? It means a warm, fuzzy, happy feeling of togetherness and belonging. And, in the process, it means putting a Coke in your hand. Comedy can also prompt happiness. Heineken applies paths as relativity, laughter, and a Fort Knox-level quantity of beer. Notice that both of the paths examples above don't have a celebrity spokesperson, and they don't cite any facts or figures. No need for ethos or logos in these spots — they do the job well. Aristotle rhetoric at work. Here's a paths advertisement from Pringles that pushes all the right buttons — or, more accurately, it calls out all the right voice prompts, since no actual buttons are pushed. The initial light, frivulous tone of the commercial takes a dark turn before an abrupt shift back to levity. This U-turn effect enhances the spot's comedy and makes its contrasting emotions all the more powerful. It even includes a well-known feel-good song, "Funkytown." A perfect positive paths example. Another offshoot of the paths advertisement world is *Fee of Missing Out, or FOMO*. What's this? It's a modern incarnation of what used to be called "the bandwagon effect." The idea? Everybody's digging it. You should, too! Check out this commercial for *Evan*. Whether you call it bandwagon propaganda, FOMO, or peer pressure, the appeal is emotional. It doesn't require celebrities or statistics and logic — just a peppy tune and a suggestion that you don't want to be left behind. Take your new understanding of the paths definition and elevate your next project. What does paths mean again? It's a quality or appeal that evokes pity, sadness, joy, or another emotion. It's called "the emotional appeal" for a reason. And remember that when we define paths, we consider the big picture of Aristotle's rhetoric. Ethos, paths, and logos all compose the rhetorical triangle. So commit the paths definition to memory, rewatch these paths examples, and use what you've learned. There are many types of rhetorical strategies. To get a full picture on how they work together, or when to use which rhetorical strategies, explore the full guide below. Each of these rhetorical strategies can be effective in its own way. When combining, their potential effects grow exponentially. Paths is a highly effective rhetorical appeal but there is much more to explore, including kairos and logos. Or dive into more rhetorical devices that help construct and support these appeals, including metaphor, synecdoche, and alliteration. When you've mastered these techniques, your ability to convince and persuade in your writing will be unmatched. Up Next: Rhetorical Devices Index — Ethos, Paths, and Logos are modes of persuasion used to convince audiences. They are also referred to as the three artistic proofs (Aristotle coined the terms), and are all represented by Greek words. Ethos or the ethical appeal, means to convince an audience of the author's credibility or character. An author would use ethos to show to his audience that he is a credible source and is worth listening to. Ethos is the Greek word for "character." The word "ethic" is derived from ethos. Pathos can be developed by choosing language that is appropriate for the audience and topic (this also means choosing the proper level of vocabulary), making yourself sound fair or unbiased, introducing your expertise, accomplishments or pedigree, and by using correct grammar and syntax. During public speaking events, typically a speaker will have at least some of his pedigree and accomplishments listed upon introduction by a master of ceremony. Paths or the emotional appeal, means to persuade an audience by appealing to their emotions. Authors use paths to invoke sympathy from an audience, to make the audience feel what what the author wants them to feel. A common use of paths would be to draw pity from an audience. Another use of paths would be to inspire anger from an audience, perhaps in order to prompt action. Paths is the Greek word for both "suffering" and "experience." The words empathy and pathetic are derived from paths. Paths can be developed by using meaningful language, emotional tone, emotion evoking examples, stories of emotional events, and implied meanings. Paths or the appeal to logic, means to convince an audience by use of logic or reason. To use logos would be to cite facts and statistics, historical and literal analogies, and citing certain authorities on a subject. Logos is the Greek word for "word," however the true definition goes beyond that, and can be most closely described as "the word thought is expressed" and, "the inward thought itself" (1). The word "logic" is derived from logos. Logos can be developed by using advanced, theoretical or abstract language, citing facts (very important), using historical and literal analogies, and by constructing logical arguments. In order to persuade your audience, proper use of Ethos, Paths, and Logos is necessary. Examples of Ethos, Logos and Paths: Example of Ethos: "Woz and I started Apple in my parents garage when I was 20. We worked hard, and in 10 years Apple had grown from just the two of us in a garage into a \$2 billion company with over 4000 employees. We had just released our finest creation — the Macintosh — a year earlier, and I had just turned 30... During the next five years, I started a company named NeXT, and another company named Pixar, and fell in love with an amazing woman who would become my wife. Pixar went on to create the world's first computer animated feature film, *Toy Story*, and is now the most successful animation studio in the world. In a remarkable turn of events, Apple bought NeXT. I returned to Apple, and the technology we developed at NeXT is at the heart of Apple's current renaissance. And Laurene and I have a wonderful family together." Stanford Commencement Speech by Steve Jobs, June 12, 2005. Example of Paths: "I am not unmindful that some of you have come here out of great trials and tribulations. Some of you have come from areas where your quest — quest for freedom left you battered by the storms of persecution and staggered by the winds of police brutality. You have been the veterans of creative suffering. Continue to work with the faith that unearned suffering is redemptive. Go back to Mississippi, go back to Alabama, go back to Louisiana, go back to the slums and ghettos of our northern cities, knowing that somehow this situation can and will be changed." —I Have a Dream by Martin Luther King Jr. August 28th, 1963. Example of Logos: "However, although private final demand, output, and employment have indeed been growing for more than a year, the pace of that growth recently appears somewhat less vigorous than we expected. Notably, since stabilizing in mid-2009, real household spending in the United States has grown in the range of 1 to 2 percent at annual rates, a relatively modest pace. Households' caution is understandable. Importantly, the painfully slow recovery in the labor market has restrained growth in labor income, raised uncertainty about job security and prospects, and damped confidence. Also, although consumer credit shows some signs of thawing, responses to our Senior Loan Officer Opinion Survey on Bank Lending Practices suggest that lending standards to households generally remain tight." —The Economic Outlook and Monetary Policy by Ben Bernanke, August 27th, 2010. Ethos, paths, and logos are commonly cited as being strong methods to increase the effectiveness of an advertising campaign. But what exactly are ethos, paths, and logos, and how can you use them in advertising? Today, I will explain what these three terms mean and show you real examples of how advertisers have used them in successful ad campaigns. What is Ethos, Paths, and Logos? Photo by Pixabay/Pexels Before I show you examples of how ethos, paths, and logos are used in advertising, it's important to understand what these three terms mean. What is Ethos? Photo by Rene Aasmussen/Pexels Ethos is a Greek word that translates to moral character (or just character). In writing, it refers to a method of persuasion in which you appeal to the reader's moral character and ethical standards to boost yourself as an authority and demonstrate your worthiness. In addition to writing, ethos is also used for public speaking when you want to establish your credibility and trustworthiness. The origin of ethos can be traced back to Aristotle and his work, *Rhetoric*. There, he breaks the three main components of ethos, or phronesis, into three areas: Arete, reason to demonstrate the nobility of your arguments; Ethos, relation to your audience; and Logos, reason to prove that your argument is moral — or logical — to your listeners. It might not come to that conclusion on its own, though. Phronesis refers to your general intelligence, wisdom, and breadth of knowledge, which you must demonstrate to establish yourself as an authority so that people listen to you when you prove the nobility of your arguments. Finally, you must refer to establishing goodwill and building a rapport with the audience. Also Read: Unethical Advertising Examples What Is Pathos? Paths, unlike ethos, does not appeal to the sense of morality of the reader or listener. Rather, it appeals to their emotions. Emotions are often the driving factor for the decisions that people make, including purchasing decisions. In addition, they are frequently the driving force behind people's opinions about issues, whether they are political issues or any other opinion. If you can persuade someone to feel a certain way about a politician, for example, they may vote for or against them. Aristotle also talks about paths in *Rhetoric*. Other philosophers, however, argued that paths could be misused to persuade people to do things that are not moral or logical based on their emotions. Some argue that you should rely more on ethos and logos (logical reasoning) as opposed to paths, which should be used more sparingly. Nevertheless, as a form of persuasion in advertising and elsewhere, paths remains one of the most powerful tools at your disposal. Whether you're trying to get someone to buy something, appeal to the jury, influence the masses of voters, or persuade a friend to help you, you often need paths to convince them. Despite it being so powerful, it should never be your main form of persuasion. Many people are able to see past their emotions, and if your argument has no moral basis or makes no sense whatsoever (it is lacking in ethos and logos), many will rise above their emotions and dismiss your argument. Check Out: Bad Advertising Examples What Are Logos? Photo by Tima Miroshnichenko/Pexels Finally, there is logos: the third component of any major argument or persuasion. It refers to proving your argument using logic. You might use facts, statistics, data, and evidence to prove your point. Alternatively, you may use deductive reasoning to show why your audience should believe you or demonstrate using scientific experiments. While you need logos, it shouldn't be your only method of persuasion. A bit of emotional appeal is usually necessary as well, especially in advertising; in addition, you want people to feel like they are making the right ethical choice. Explore: Adbeat Review How Ethos, Paths, and Logos Are Used in Advertising Photo by Jose Francisco Fernández Saura/Pexels Advertising is all about persuasion. The purpose of an ad is to persuade the viewer to take a specific action, whether that is to sign up for an email list, purchase a product, click the like button, or anything else. Aristotle's three main components of persuasion have withstood the test of time and are essential for advertising. If you want to be successful in advertising and get a good ROI, you need to know how to apply ethos, paths, and logos correctly. Ethos Building Trust and Authority is an essential part of advertising. If you want people to listen to you and follow through on your CTAs, you need to establish yourself as someone with moral character who is worth listening to. Often, that involves establishing your brand as ethical and moral. There is a reason top companies invest so much in improving brand reputation. They might donate to charity campaigns or put a statement reaffirming their stance on social issues. The goal of ethos in advertising is to establish yourself as someone credible and trustworthy. Using the right language in your advertisements or labels can help you build this kind of trust. Paths Paths is one of the most important aspects of advertising. Of course, you need people to respect your brand and look up to your brand as one they can trust. However, you must also appeal to their emotions. It is often said that pain and pleasure are two of the most influential factors driving purchasing decisions. Pain and pleasure are all about emotions. People are afraid of pain and want to avoid it; they love pleasure and want to experience it. Paths can involve evoking both negative and positive emotions. Negative emotions are often more powerful motivators than positive emotions, but it's critical to appeal to both, as you don't want your audience to get stuck in their negative emotions. You want to give them hope and a solution to their problems. Logos Photo by Lukas/Pexels Logos is about appealing to your audience with facts and logic. In advertising, you can make use of statistics that show the percentage of people satisfied with your products or other stats that demonstrate the effectiveness of your product and why it is worth buying. A politician might use facts to studies from to show how their product improves quality of life or otherwise helps their customers or release a video depicting how their product works in the real world. Examples of Ethos, Paths, and Logos in Advertising In this section, we will show examples of how companies used ethos, paths, and logos in real advertisements. The truth is that ethos, paths, and/or logos show up in just about every successful advertisement there is out there. As I said above, advertising is all about persuasion, and these three elements make up the rhetoric triangle — they are essential for convincing someone to do something. Thus, there are many more examples of ethos, paths, and logos in ads. We're just giving you these 10 to start off with. Once you know what ethos, paths, and logos are and how they are used in advertising, you will get better at spotting them. Whenever you see an ad, you will be able to see how the company is using one of these three elements to convince you to do something or to make you feel a certain way. 1. Laughing Man Coffee — Believe in a Better Way This Ad, by Laughing Man Coffee, starts with the following statement: "I didn't set out to create a coffee company; I saw an opportunity to make a difference in the world with exceptional coffee that puts a portion of your purchase right back to the communities." This is a great example of ethos — the video starts out by establishing that the Laughing Man Coffee brand is an ethical brand that isn't just focused on profits but cares about making a difference in the world. The video takes the viewer to Colombia, showing the communities that the brand helps. Essentially, it is telling the audience that by buying Laughing Man Coffee, you will help these communities as well, as part of the profit will go to them. This gives the viewer a moral basis for buying Laughing Man Coffee over another coffee brand. In this video, paths is in place as well. It depicts children from disadvantaged communities to evoke feelings of sympathy; it's designed to make the viewer want to help these communities by buying the brand's coffee products. It depicts the founder of Laughing Man Coffee interacting with smiling children himself, giving you the feeling that if you buy Laughing Man Coffee products, you will help make those kids happy. Check Out: Bad CSR Examples 2. Calvin Klein With Justin Bieber and Lara Stone This 30-second Calvin Klein ad features two famous celebrities: Justin Bieber and Lara Stone. A big part of ethos is establishing yourself as an authority and a brand to be trusted and respected. People love, respect, and admire celebrities. Having a celebrity in your ad will support any statement you make in the ad. Even if you don't make any statement, it reaffirms the quality of your products and boosts the reputation and authority of your brand. There's a reason the biggest brands pay top dollar to feature celebrities in their ads, such as this Calvin Klein video. Check Out: Famous Brand Names You Pronounce Incorrectly 3. Obama — The Choice In the Choice, former president Obama makes the case for why he should be reelected over his opponent, Mitt Romney. In the ad, he talks about ethical values such as strengthening the middle class and investing in education. The very name of the ad demonstrates how it appeals to people's ethics. The "Choice" implies that voters have to make a choice between a more ethical candidate — the one that will be better for the nation — and a less ethical one. Everyone wants to make good choices in life — nobody wants to choose poorly. The ad also uses the wording "The President's Plan," which is another example of ethos. A big part of establishing the moral validity of an argument is to prove the authority of the person making that argument. If that person is the president, surely his plan or viewpoint must be valid. 4. West Side Mitsubishi — First Ride Home This 2014 ad from West Side Mitsubishi aims to establish the Mitsubishi as a safe car for people to ride. To that end, it talks about the first ride home: two new parents take with their baby on the way back from the hospital in a Mitsubishi. The video is an example of paths, because most of the video doesn't actually talk about the various safety features the manufacturers have added to the vehicle to make it safe (that would be an example of logos). Instead, it focuses on emotions, talking about the journey the new parents had to take to become parents. It details their years-long struggle to become parents and how excited they are to finally be mom and dad to a newborn baby. It talks about their apprehension that their baby might suffer brain damage due to a sickness and their joy and happiness once the baby is finally born safely. The entire ad is designed to appeal to your emotions, so you sympathize with the relief the parents have at finally giving birth to a baby and realizing their dreams. It puts you in their shoes and makes you want to protect the baby at all costs — and that starts with choosing a safe vehicle to drive home once the mom is released from the hospital. That vehicle is, of course, a Mitsubishi. While the video does not talk about why it is a safe choice, you will definitely feel that it is a safe choice after watching this video. 5. P&G — Strong (Thank You, Mom) For the 2016 Rio Olympics, Procter and Gamble released a video called "Strong" for their "Thank You, Mom" campaign. The video depicts various scenes of mothers protecting their children and reassuring them in scary situations. After each scene, the video fast-forwards to an athlete about to compete in the Olympics. The goal of the video is to show the importance of having a mother and how mothers strengthen their children and give them courage for life. The athletes, although grown up, draw upon their mother's encouragement and protection as they prepare to compete in this once-in-a-lifetime event. The ad is a great example of paths, as it appeals to people's emotions. Most people have a soft spot for their mothers and appreciate all they have done for them. The campaign is also a good example of ethos. It shows a woman over-taking a child sleeping in their bed: "It's 3 AM, and your children are safe and asleep. But there's a phone in the White House, and it's ringing. Something is happening in the world. Your vote will decide who answers that call — whether it's someone... tested and ready to lead in a dangerous world. It's 3 AM, and your children are safe and asleep." For added effect, politicians often use paths in their campaign ads. While ethos and logos are also critical, paths is often what drives votes. 7. Lyndon Johnson — Daisy (1964) Lyndon Johnson's "Daisy" ad is one of the most infamous ones in American political history. It features a young girl standing in a field, picking up the petals of a daisy flower, counting from one to ten to oneself. As the viewer watches, the petals blow away, revealing underneath a bomb exploding in mid-air. The voice-over says, "Johnson's voice said in the air-over: 'These are the stakes! To make a world in which all of God's children can live... to